



The Marvelous Playing of RACHMANINOFF

THE significance of the presence here of this great Russian is realized by music lovers, who crowd his concerts wherever they are given. The power and beauty of Rachmaninoff's playing has been the sensation of two brilliant musical seasons. Musical history in New York is made the richer for the presence of so illustrious a personage as Sergei Rachmaninoff.

It is equally significant that so great a man, so consummate an artist, one who so conscientiously and nobly interprets the works of the great composers, should entrust the preservation of his art for future generations to

The AMPICO

Mr. Rachmaninoff did not lightly reach a decision to play exclusively for the Ampico. Conscientious artist that he is, he demanded the utmost exactness in the reproduction of his playing, and he found this quality *only in the Ampico*, concerning which he writes as follows:

TRANSLATION OF THE RUSSIAN:

"I have never before recorded for any reproducing instrument. Now I have played my works for the Ampico because of its absolute faithfulness of reproducing and its capacity to preserve beautiful tone painting. It goes far beyond any reproducing piano in these particulars, which a pianist must demand in considering a perpetuation of his art.

SERGEI RACHMANINOFF"

THIS MARVELOUS INSTRUMENT makes it possible for those far distant from the metropolitan centers in which his concerts are given to enjoy the playing of this great pianist, and for future generations of music lovers Rachmaninoff will be equally alive and vital, for the intellectual power, the delicate beauty, the wonderful poetry of his memorable interpretations are preserved for all time in the records he has made for the Ampico and for the Ampico alone.

*So can anyone imagine the joy of
the reproduction of my playing on the
Ampico, which has been the "Ampico"
a guarantee of the "Ampico" as a piano
in the reproduction of my playing.
The Ampico has been the "Ampico"
the "Ampico" as a piano in the reproduction
of my playing. The "Ampico" as a piano
in the reproduction of my playing.*

Sergei Rachmaninoff
71. 1. 1919.

THE PLAYING OF CHOPIN, Rubinstein and Liszt comes down to us only in the remembered story of their triumphs. Today it is different. The art of the pianist is made immortal by the Ampico. The spell he weaves will enchant generations of music lovers long after age shall have robbed his fingers of their dexterity or death removed his presence from the concert stage. Realizing this, one fully appreciates what the Ampico means, not only to us, but to those who will come after us in preserving forever the art of the great pianists of today.

You are cordially invited to hear the Ampico

Knabe Warerooms
Fifth Avenue at Thirty-ninth St.